The Trucking Profitability Strategies Conference was found by Dr. Fredrick J. Stephenson in 1986 at the University of Georgia, in order provide a unique learning experience for senior trucking executives. Dr. Stephenson served as an Associate Professor of Distribution at the Terry College of Business. During his tenure, Dr. Stephenson focused his research on the transportation and trucking industry. Because of his service to the industry, the Advisory Board of the Trucking Profitability Strategies Conference and the University of Georgia's Terry College of Business established the Dr. Frederick J. Stephenson Trucking Profitability Strategies Scholarship Fund for students with declared studies in Supply Chain Management and/or Logistics.

Who will benefit

• Senior executive trucking professionals
• Rising trucking professionals.
• No suppliers and press attend the conference, and attendance is restricted to asset-based trucking companies. This is done in order to maximize the learning and network experience.

Conference Takeaways

• Relevant information
• Emerging trends
• Ability to capitalize on new opportunities
Purpose

Trucking Profitability Strategies Conference (TPS) has the reputation for being the leading education conference for senior executives in the North America trucking industry.

Started in 1986, for over 30 years TPS has been praised for delivering great take-home value and timely and realistic ideas that strengthen companies and the people who lead them.

TPS is created by an Advisory Board that includes leaders from diverse organizations across the North American trucking industry.

The Advisory Board recruits speakers, who are respected, proven leaders in trucking, people known for innovation, vision, and enviable success.

The Advisory Board also selects topics that are timely and relevant. While they stay focused on the main theme of trucking profitability strategies, each year the board develops a mix of fresh and different program topics.

TPS targets a narrow, select audience—the very top levels of trucking management. Precise targeting assists in addressing topics at a level most beneficial to the attendees.

TPS emphasizes on a “no sales solicitation” policy, to maximize the learning experience.

The bottom line is simple. If you want a well planned conference on how to build stronger organizations, lead more effectively, and enhance your company’s profitability, while having an enjoyable experience that re-energizes you, then you should attend TPS.
General Information

Registration And Fees
Reserve a place for yourself and colleagues by completing the on-line registration form found on our website:

truckingprofitability.com

Prospective attendees are urged to make reservations as soon as possible. Registration will close April 20, 2020.

- Single Attendee $1,195
- Multi-Attendee $1,095
- 1st Time Attendee $1,095

Accommodations
A room block has been reserved at the Georgia Center. The room block will be held until March 27, 2020. To reserve, please call 800-884-1381, group code: 92024

An additional room block has been reserved at the Classic City Hilton Garden Inn, located in Downtown Athens, GA. The room block will be held until April 1, 2020. To reserve, please call 706-353-6800, group code: ooTPS

“There is no press and there are no suppliers. So it’s focused on just truckers talking to other truckers about topics and issues of importance.”
Kirby Smart
Head Coach, UGA Football

Kirby Smart is a graduate of UGA’s Terry College of Business. Kirby returned to his alma mater in 2015 to serve as the head coach of UGA’s Football program. In 2017, Smart’s team earned the SEC Conference title, Rose Bowl Championship, and finished with a 13–2 record.

Coach Smart will share his perspective on leadership, decision-making, and selecting successful people. Whether on or off the field, Kirby leads with integrity to have a profound impact on his team, their success, and well beyond the hedges of Sanford Stadium.

A native of Bainbridge, Georgia, Kirby played defensive back at UGA, collected 13 interceptions, and was a four-time member of the SEC Academic Honor Roll.
Drivers: Assets and Operations
Overview: Whether your company is assessing drivers as assets, evaluating operations, or looking to determine business needs, this session will focus on best practices in training, strategies, scorecards, onboarding, and recruiting, as well as retention of your most valuable assets.

Moderator: Jim Subler, President, Classic Carriers
Panelists:
- Tim Aschoff, Crete Carrier Corporation
- Mike Hammond, Epes Transport System, LLC
- Leah Shaver, The National Transportation Institute

Business Intelligence/Data Strategy
Overview: Data provides leaders with insightful information about customers, suppliers, vendors, and helps determine future trends. This session will focus on data mining, analytics, and how to best use data, including tools and software.

Moderator: Craig Savell, Executive Vice President & Chief Operating Officer, Total Transportation of Mississippi
Panelists:
- Paul Bowman, Senior Vice President – Dedicated Sales, U.S. Xpress, Inc.
- Daniel Mankey, Business Analytics Manager, Wilson Logistics
- Terry Thornton, Chief Financial Officer, KLLM Transport Services

Market Disruptors
Overview: The landscape of the trucking industry evolves daily! Tariffs, trades, competition, and 3rd party vendors are samples of market disruptors to be discussed during this session by leaders in the trucking industry.

Moderator: Kameron Wilson, Vice President; Wilson Logistics
Panelists:
- Craig Fuller, CEO & Founder, FreightWaves

Tony Seba
Expert speaker on Market Disruption, Entrepreneurship and the Clean Disruption of Energy and Transportation

Tony Seba is a world-renowned author, thought leader, educator, speaker and entrepreneur. He is the author of the #1 Amazon best-selling book “Clean Disruption of Energy and Transportation—How Silicon Valley Will Make Oil, Nuclear, Natural Gas, Coal, Electric Utilities and Conventional Cars Obsolete by 2030”, which has changed the global conversation about the future of energy, transportation and climate change.

His work focuses on technology-based disruptions: the convergence of technologies, business model and product innovations that are disrupting the world’s major industries including energy, transportation, infrastructure, real estate and finance. Seba is also the co-founder of RethinkX, an independent think tank that analyzes and forecasts the speed and scale of technology-driven disruption and its implications across society.
LUNCH KEYNOTE SPEAKERS

Jim Mullen
Acting Administrator
Federal Motor Carrier Safety Administration

Jim Mullen is serving as Interim Administrator of the Federal Motor Carrier Safety Administration. He is responsible for providing executive leadership and expert guidance on policy matters, legislative initiatives, regulatory implementation, communications, and stakeholder and Congressional relations—all with the focus of helping FMCSA further its safety mission. The Agency he leads regulates more than 530,000 trucking companies, 12,000 bus and motor coach operators and approximately 4 million interstate commercial driver’s license (CDL) holders.

Chris Spear
President & CEO
American Trucking Associations

Chris Spear is a government relations specialist with over two decades experience on five continents, serving the transportation, energy and defense technology sectors. As President & CEO of ATA, he advocates public policy on behalf the nation’s trucking industry. He serves on the Board of Directors for the American Transportation Research Institute and the Federal Advisory Committee on Autonomous Technology.

Monday, April 27, 2020

Innovation Learning Session
Overview: Leaders and experts will share innovative concepts that they have successfully implemented in their operations.

Topics & Presenters:
• Behavior Assessments—Ben Schill, Vice President, Paper Transport
• Customer Relationship Management—Tim Guin, Executive Vice President, Chief Commercial Officer, USA Truck
• Robotic Process Automation (RPAs)—Chip Duden, Vice President of Business Analytics, Werner Enterprise
• In-Sourcing Marketing Efforts—Michael Ensminger, Marketing Manager, Wilson Logistics
• Driver Onboarding—Nick Wakefield, USA Truck

“TPS is one of the best things I do every year. It brings the top execs from trucking in North America down here to the University of Georgia. And we get to share best practices and ideas.” Pete Hill, Vice President, Hill Bros. Transportation
Tuesday, April 28 2020

**Equipment**
Overview: Safety and equipment maintenance is a top priority across the trucking industry. Aerodynamics, managing safety features, training, or evaluating ROI on fuel economy will be key topics for leaders to discuss during the Equipment session.

Moderator: Chad Norris, *Vice President; Howell’s Motor Freight*
Panelists: TBD

**Risk Management**
Overview: Tort reform, safety, insurance, and umbrella policies mitigate liability in the trucking industry. Leaders will examine these topics and share their perspectives during the Risk Management session.

Moderator: Dutch Guest, *Vice President, LAD Trucking*
Panelists:
- Rob Moseley, *Partner, Mosley Marcinak Law Group LLP*
- Jeremy Johnson, *Chief Executive Officer, Protective Insurance*
- Chris Horner, *Senior Vice President & Chief Financial Officer, J&M Tank Lines*

“I’ve attended the Trucking Profitability Strategies conference throughout my career and I continue to come back because it’s a place to come together with other folks in the industry. It’s a place you can let your guard down, talk about things you have in common, the challenges you face. People are willing to share here, and I think that’s the unique difference.”
Derek Leathers, *President & CEO, Werner Enterprises, Inc.*
Opinions & Advice
Overview: New leaders are emerging and continue to shape the trucking industry in a positive way. Attend this session as emerging leaders share their perspectives, insights, and experiences from the trucking industry.

Moderator: Pete Hill, Executive Vice President, Hill Bros. Transportation
Panelists:
• Mike Gerdin, Chairman & Chief Executive Officer, Heartland Express
• Derek Leathers, President & Chief Executive Officer, Werner Enterprises, Inc.

“This conference is a little more personal than most I have attended in the past. Everybody is very friendly. And open and honest to talk about anything you have to discuss”
Debbie Landry, Director of Driver Services, Halvor Lines, Inc.
The birthplace of public higher education in the United States of America. The University of Georgia was founded on January 27, 1785, by the Georgia General Assembly. UGA is located about 60 miles northeast of downtown Atlanta. On its main campus UGA houses 465 buildings on 762 acres. UGA campuses can be found in 31 Georgia counties, for a total of 39,743 acres. The University is a comprehensive land and sea grant institution composed of 17 schools and colleges.

Founded in 1912, the Terry College of Business is the state’s flagship business school at the nation’s birthplace of public higher education. Terry College takes great pride in its role supporting economic growth in Georgia and graduating leaders who are prepared to compete in the global economy. Ranked a top 20 public business school, Terry is the second largest college at UGA, with a very popular residential undergraduate program, an on-line bachelor’s degree option, a wide range of specialized master’s degrees, multiple MBA program formats and eight different areas of study in PhD programs.

Known as the Classic City, the city of Athens, named after the ancient Greek center of higher learning, was charted in 1806. Athens and the University developed a uniquely urbane culture that visitors can experience through historic districts, house museums, and historical landmarks. Athens boasts 15 neighborhoods on the National Register of Historic Places. Many words are used to describe the Classic City: vibrant, picturesque, eccentric, quaint, but most importantly, unique. Athens is nothing but ordinary. A lively downtown, live music and one-of-a-kind local eats are awaiting you.
2020 Advisory Board

**Board Chair:**
Karen Smercheck  
*President*  
Veriha Trucking

**Program Chair:**
Ben Schill  
*Vice President*  
Paper Transport

**Past Board Chair:**
Pete Hill  
*Executive Vice President*  
Hill Bros. Transportation

<table>
<thead>
<tr>
<th>Mike Eggleton, Sr.</th>
<th>Dutch Guest</th>
<th>Brian Kinsey</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>President</em></td>
<td><em>Vice President</em></td>
<td><em>Past President &amp; CEO</em></td>
</tr>
<tr>
<td>Raider Express Inc.</td>
<td>LAD Truck Lines</td>
<td>Brown Integrated Logistics Inc.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Chad Norris</th>
<th>Kathy Peissig</th>
<th>Craig Savell</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Vice President</em></td>
<td><em>Sr. Director of Talent Management</em></td>
<td><em>EVP, COO</em></td>
</tr>
<tr>
<td>Howell’s Motor Freight</td>
<td>Werner Enterprises, Inc.</td>
<td>Total Transportation of Mississippi</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Gary Sergent</th>
<th>Jim Subler</th>
<th>Kameron Wilson</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Director-Conferences &amp; Symposiums</em></td>
<td><em>President</em></td>
<td><em>Vice President</em></td>
</tr>
<tr>
<td>Terry College of Business</td>
<td>Classic Carriers Inc.</td>
<td>Wilson Logistics</td>
</tr>
<tr>
<td>University of Georgia</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Antitrust Guidelines**

TPS has earned its high reputation from honest, open discussion of topics of significant relevance to trucking leaders. It is the board’s intent to continue to encourage active participation and dialogue among moderators, panelists and attendees. This is how we learn and this is why people come to the University of Georgia.

Open discussion also creates the potential for antitrust violations such as restraint of trade, selection of suppliers, and prices. All participants are therefore encouraged to use good judgment to avoid infringements of antitrust provisions.
Ready? Register Today.

Trucking Profitability Strategies Conference

April 26–28, 2020

University of Georgia Center for Continuing Education & Hotel
Athens, Georgia

truckingprofitability.com

Contact Us

Office of Executive Programs
Terry College of Business
University of Georgia
3475 Lenox Rd NE, Suite 300
Atlanta, GA 30326

Phone: 866-238-0756
Email: expr@uga.edu